

# Carpets, Rugs and Draperies Reduced

## Choice Carpets.

Of Oriental and floral designs, these carpets are made and laid at the following prices. These values are reasonable at the first prices. Reduced, they become bargains—and the longer they are used the more they will be appreciated.

<b>Axminsters</b>	\$1.85 to \$2.25 for	- - -	\$1.60
	\$1.65 quality for	- - -	\$1.25
<b>Velvets</b>	\$1.55 a Yard		
	Specially Reduced to		\$1.20
<b>Best Body Brussels</b>	\$1.65 & \$1.75 for		\$1.20
<b>Tapestry</b>	\$1.10 and \$1.15 for	- - -	90c
	\$1.00 quality for	- - -	75c
	85c quality for	- - -	65c
<b>All Wool Ingrains</b>	95c quality--		75c
	a bargain at		
<b>Cottage Carpets</b>	An excellent value		35c
	sold always at 50c,		

## ABOUT THE SALE

**EVERYTHING** has been gone over carefully with a view to inaugurating on a big scale a clean-up of stocks that are too heavy. Cleaning up the Keith-O'Brien basement stock means the bringing out of quantities of carpets, rugs, draperies, etc., as might newly stock many a good store. They are not odds and ends, but our regular fine and staple lines of newest patterns and most desirable weaves.

You are well aware that our second anniversary occurred only on Thursday. This is important in that it convinces you that there is no old and shop-worn goods. And the carpets and draperies present quite as broad an assortment as most people desire.

One more valuable suggestion: This class of goods is marked on an average of about 10 to 15 per cent lower than is customary because of the stocks being in the basement and the difficulty of getting people down stairs. There must be an inducement. Reliably lowered prices plead stronger than arguments. It is from these exceedingly reasonable prices that we have made reductions.

Every dollar saved is safe economy.

KEITH-O'BRIEN CO.

## Rugs Reduced.

These are all standard makes, new patterns, of excellent qualities--will stand service. In many respects rugs are considered more economical than carpets. They will fit any room; they are easily cleaned. Other advantageous features:

9x12 Wilton, value \$45.00, for	\$38.00	9x12 Tapestry, value \$17.50, for	\$12.50
9x12 Axminster, value \$23.00, for	\$25.00	8.5x10.6 Wilton, \$40.00 for	\$32.50
9x12 Body Brussels, \$27.00, for	\$27.00	8.5x10.6 Body Brussels, \$27.50, for	\$22.50
9x12 Tapestry, value \$20, for	\$16.50	7.6x10.6 Smyrna, \$25.00 for	\$17.50

## Genuine Rugs.

Ourfalian's Exhibit of Genuine Orientals.

Every one of which is guaranteed to be genuine hand made goods, imported direct from Persia and Turkey. This is a fine and most complete exhibition of Oriental goods, and includes everything from the smallest mat to the largest carpet, and of ever known Oriental make. This is not a collection of moth-eaten shelf-worn goods, picked up from some bankrupt firm, but consists entirely of importations direct from the greatest rug-making centers. You run no risk in purchasing from this stock. The display is on the west and south balconies, and a handsome showing certainly.

Special Care Given to Framing Pictures.

Quick Service.

Reasonable Prices.

## Beautiful New Portieres.

\$3.25 for \$2.70. \$8.50 for \$7.45.

\$5.00 for \$3.95. \$10.00 for \$7.50.

\$7.50 for \$5.95. \$14.00 for \$8.95.

## Lace Curtains

NOTTINGHAM LACE CURTAINS—250 pairs made a feature of this sale. Values from \$2.50 to \$3.50—for \$1.95. All new patterns, white, ecru and Arabian.

BRUSSELS NET.

\$4.50 for \$3.75.  
\$5.00 for \$3.95.  
\$7.50 for \$6.00.  
\$8.50 for \$7.45.  
\$12.50 for \$9.75.

SWISS MUSLIN CURTAINS.

\$2.25 for \$1.75.  
\$3.25 for \$2.50.  
\$4.50 for \$3.00.

RUFFLE NETS.

\$1.35 for 95c.  
\$2.50 for \$1.95.  
\$5.50 for \$4.45.  
In Arabian and white only.

IRISH POINT.

\$3.50 for \$2.55.  
\$4.50 for \$3.75.  
\$6.00 and \$6.75 for \$4.95.

## Tapestry and Silks.

50 INCH.

50 cents for 35c. \$1.50 for \$1.10.  
90 cents for 65c. \$2.25 for \$1.50.  
\$1.00 for 70c. \$2.50 for \$1.95.

Stripes, fancies and plain colors.

White and colored Swiss—30 pieces, 15 cents for 9c; 25 cents for 19c. Suitable for bed suits and curtains.

Estimates Furnished on Re-Upholstering Furniture.

We have a first-class upholsterer.

Madam Jones has wired the management that she expects to arrive home today to open the dressmaking department Monday

## Covert Jackets

In fashionable jackets we clearly lead.



In fashionable jackets we clearly lead and there is no question about it. The trade say so. Shoppers come in and look and are pleased; go out again and return prepared to buy. These jackets are for ladies and misses. Made of a good quality of covert; strapped seams, collarless, trimmed with taffeta and silk braid; lined and unlined, \$6.50 for \$3.95.

SHIRT WAISTS—In medium and dark colors pleated front and back, stock collars—just the waist for morning wear, 85-cent values for 50c.

When you are pleased with a purchase you will come back again. And that is why we are enjoying such a splendid business. We try in every way possible to please the customer.

## Embroideries.

This Popular Section Offers Fine Specials.

PLATT VAL LACES and insertions to match—just now in demand for spring. 1 1/2 to 5 inches wide. Worth up to 25 cents a yard.  
Special, yard 10c  
EMBROIDERY INSERTIONS in narrow and wide Swiss and Nainsook—worth up to 35c a yard. Special 17c  
LADIES' HANDKERCHIEFS—Unlaundried initial. New stock and a splendid value. Special 10c  
KIMONA HANDKERCHIEFS—Used largely in making kimonas, sofa pillows, dusting caps, etc.—3 for 25 cents, or each 10c

## Boys' Suits

Mothers like our suits and like our prices.

New lines of suits for boys are in at prices from \$1.95 and up. It is with pride that we direct attention to these suits. By paying a little more the manufacturer has given those extra touches which make the suits wear better, keep their shape better, look better—than other lines at the same price.

A nice trade is being built up on boys' clothing and girls' dresses. Only the best of makes is handled—clothing of highest excellence—tailor style—dressy—durable.

## Hand Bags.

Fine, Handsome and Stylish Hand Bags Reduced.

Sea lion and seal, in black, brown and tan. Beautiful \$2.50 bags. Latest styles, well made, contains card case and coin purse; bags nicely lined; latest handles. This is a bargain. Special price, \$1.75.

The woman who watches our ads is the woman whose money goes the furthest.

## Liliputian Millinery Opening.

ON MONDAY the millinery section will be given up to a display of beautiful headwear for the little ones. This is a new idea. It will be elaborated on a scale of excellence beyond the expectation of mothers who are unused to an innovation of this kind. It is an exclusive opening. All styles of hats will be shown. Many are from the centres of style. Others are from our own designers. Mothers will find much to interest them. Being a new departure we are especially anxious that mothers will honor the occasion with their presence.

One feature of the opening will be a display of Puritan Bonnets and tiny Louis 14th Bonnets.

## Liliputian Opening in Infants' Section.

THIS will be a novel treat to mothers. Preparation has been made for a big showing. The main south aisle leading back to and including the corset section will be devoted to dainty little things for the tots.

The display will include complete lines of infants' bonnets, long and short dresses, long and short skirts; boys' one-piece dresses from 6 months to 3 years; little girls French dresses from 2, 3, and 4 years; a very pretty line of infants' hand-made long slips and mother-hubbards; knit jackets, cashmere sacques, kimonas and bibs; a full line of rubber diapers and sheets; infants' shirts, bands, hose and booties.

The spring line of baby bonnets is very complete and certainly the prettiest we have ever shown. French and polk styles in wash silk, silk and lawn. Prices from 25c to \$13.50.

During the opening baby French bonnets, made of lawn, with fine tucking, will be sold at 25c.

Another special will be a French style with embroidery edge with turned back, at 65c.

## Ribbons!

A beautiful Silk and Satin Taffeta—widths: 3 to 5 inches—any color you can ask for. All are first-class ribbons—that sell everywhere for 35c and 40c a yard. Your choice of any width or color, from 35c and 40c, at

Extra Fine Silk Taffeta and Satin Taffeta Ribbons, 3 to 5 inches wide—every imaginable color.

19 cts

## Neckwear and Veilings

A profusion of exquisite spring styles

LADIES' NECKWEAR—New and handsome lines. All of the pretty spring ideas. The newest on the market and in delightful varieties. All prices: 35c, 50c, 75c, \$1.00 and up to \$9.00 a set. These new spring collars are the delight of every lady who sees them. Stock collars for linen waists—50c and 75c.

VEILINGS—A beautiful line in plain and dotted effects. Worth up to 75c a yard. Special price 25c

## Spring Fabrics.

New Silks, Wool Dress Goods, Pattern Silks.

SILKS for the shirt waist suit were never more popular than at this season. A full line of plain changeables and fancies are shown, including floures, checks, hair line stripes in the newest color combinations. \$1.00, \$1.25, \$1.75 and \$2.25.

WOOL DRESS GOODS—Shepherd checks, fancy Panamas and plain and fancy mohair brillianines. These are recent arrivals. New greens, tans, modes, blues, browns, cardinals and black. Special for the week, 50c.

PATTERN DRESSES—A beautiful assemblage of choice imported single dress lengths. Exquisite colors in checks, stripes and fancies for street, reception and evening gowns. \$12.50, \$20.00 and \$25.00.

## Staple Notions

Staples Are a Commodity That Seldom Fluctuate.

But we have many staples which will be sold a little cheaper than usual for the week—hooks and eyes, safety pins, tapes, braids, pins, shields, buttons, and many similar little articles.

25 cent tooth brushes for 15c.  
50 cent violet rose and clover sachet powder for 25c.

We really merit your confidence.

## Jap Silk Waists

Snappy, stylish and pretty—reduced, too.



All the go this season. We can scarcely get enough of them. The beauty of a reduction of this kind is that it applies to an article the ladies want. Come early Monday morning. Made of a fine quality of Japanese silk, tuck front and back; sleeves and collar tucked. The very waist we sell at \$3.45. \$4.50—to you at

ANOTHER AND BETTER LINE—Made of extra heavy Jap silk, hemstitched tuck; tucked sleeves; cuff and collar. \$6.50. \$4.95 waist for

## Stamped Work.

Reductions on Stamped Centers and Doilies.

Centers, \$2.00; reduced to 1.75  
Centers, \$1.50; reduced to 1.25  
Centers, \$1.25; reduced to 1.00  
Centers, 75c; reduced to 60c  
Doilies, 50c; reduced to 40c  
Doilies, 40c; reduced to 30c

We do not take advantage of a shopper; she can depend upon what we sell her.

## Ladies' Swell Spring Hosiery.

2,400 pairs—special lot—extraordinary bargain. Values 85c to \$1.75 for 65c.

While in New York our buyer was fortunate in running across a hosiery bargain—a most exceptional one. It was a special lot, and altogether as fine a line of hosiery as one cares to see. The values are there. A large proportion of them sell steadily at \$1.75. Of course at the price one couldn't hope for them all to be this quality. But there is nothing lower than 85 cents, while the majority of the beautiful hose call for \$1.00, \$1.25, \$1.50 and \$1.75—mostly the higher values. It is an unequalled chance. The designs are the very newest—and in excellent assortments. There are blacks, black with fancy stripes around, black with hand embroidered, lace in black and fancy colors, champagne, on shades, navy and light blue, the new French blue, grays, suedes, white, pink, tans and browns. Sale starts Monday

65c

Keith-O'Brien Company

## Spring Wash Dress Goods.

Beautiful showing of dainty summer weaves in choicest effects and designs.

The demand for new wash dress fabrics has overwhelmed the manufacturers and there is trouble in obtaining deliveries. Early selections are essential. This week we will show new ideas in Plain Voiles, Fancy Voiles, Crepe de Venice, Kyoto Crepe, Mercerized Taffetas, French Zephyrs, Dotted Blaine Voiles and Mercerized Veilings. To keep in touch with what is being worn in the east come and inspect these lovely weaves. The prices are moderate, ranging from 15 to 35 cents a yard.

These tempting fabrics are fashionable. The variety of colorings and designs is almost infinite. Sheer, clean effects for the day of heavy weights is past.

Mercerized taffeta, which is in such unusual demand, is equal in appearance to, and an exact duplicate of, check silks, and at about one-third of the price. It is entirely new and particularly desirable for shirt waist suits.